

Macy's

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Harold Square, Broadway, 34th to 35th St.

Dainty New Negligees of Crepe de Chine, are \$4.94

In Copenhagen, rose and pale blue, picturesque Empire model, with elastic at waist line. Quaker collar and cuffs of sheer organdie hemstitched and finished with ribbon rosettes.

Crinkled Silk Crepe Negligees, Special at **\$9.94**

In maize, rose, pink, Copenhagen and light blue; very effective Negligees; the kimono bodice of white crepe over chiffon, prettily frilled with lace and trimmed with rosebuds.

Serpentine Crepe Kimonos, **\$2.89**

Floral patterned crepe in light blue, Copenhagen, lavender and rose, with broad satin collar, cuffs and folds; Empire model with elastic waist band.

Negligees of Brocade Mull, **\$4.49**

In rose, pink or light blue; loose, kimono model; hand-embroidered and daintily frilled with net.

Third Floor, 34th St.

1,000 Women's Real Milan Hemp Hats, Special at \$1.49

Milan Hemp Hats of high grade which we secured at a great price concession, thus making possible an exceptional saving for 1,000 women to-morrow.

The newest sailors, large and small, turned-up shapes, and large turbans are all represented—most of them in black, but some in navy blue, myrtle green and brown.

No Charge for Trimming if the Hats and Trimmings are bought at Macy's.

Second Floor, 34th Street.

1,000 Yards of All-Wool Double Warp Storm Serge (yard), 69c

Standard shades of navy blue and black; width 53 to 54 inches. A very serviceable quality and one of the most popular fabrics of the season. NOTE PARTICULARLY: never, even at Macy's, has equal quality been sold at such a low price.

All-wool French Crepe, Width 40 Inches (a yard), **49c**

Our own importation of this exceptionally fine Crepe in a wide range of street and evening shades. Favored for one-piece dresses.

All-wool Imported Novelty Plaids (yard), **\$1.98**

In very striking and effective color combinations. 51-inch Plaids of very superior quality.

Macy's, by the way, presents the most satisfactory assortments of the fashionable Shepherd Checks, English, French and American made, in all the correct sizes and weights for dresses, suits and skirts. Widths 40 to 54 inches. Priced 39c to \$3.29 a yard.

Second Floor, Broadway.

10,000 Yards of Printed Crepe de Chine, Special at \$1.29

Verified Price Elsewhere \$2.50

Of superior quality and in a complete assortment of light and dark colors, including the season's latest shades. The patterns are extremely new and in strikingly effective color combinations. Width, 40 inches.

Black Silk Moire, Yard Wide—Special (yd.), **\$1.29**

Verified Price Elsewhere \$2.00

Fine in quality and in desirable patterns, including the fancy effects now in vogue.

Black Chiffon Dress Taffeta—Special (yd.), **99c**

Verified Price Elsewhere \$1.50

Very lustrous and of soft, firm quality. Width, 35 inches.

Second Floor, 35th Street.

English, French, German CRETONNES At Very Attractive Prices

A collection remarkable for diversity as well as decorative qualities is displayed in the Upholstery Department, Fourth Floor. Here are patterns and color combinations strikingly artistic that will accord with every scheme of furnishing, in an extensive range of patterns and colorings, and at "Lowest-in-the-City" prices.

Old English Chintz (a yd.), **31c**

In bright colors and blue and white; floral and bird patterns. Width, 31 inches.

Floral Stripe Cretonnes (a yd.), **22c**

Light, pretty grounds with verdure and tapestry patterns, in green, blue, rose, mulberry and yellow. Width, 31 inches.

Linen and Jute Cretonnes (a yd.), **69c**

Printed in lovely, harmonious colors. Width, 31 inches.

Printed Linen Cretonnes (a yd.), **\$1.98**

Also shadow-warp prints, in very soft, blended tones, richly effective. Width, 50 inches.

BED SETS OF IMPORTED CRETONNE—SPECIAL AT \$4.24

In artistic colors and designs, bedspreads and bolster roll covers, well made and in any size desired. Macy's usual prices \$4.96 and \$5.24 a set.

SPECIAL ORDER WORK IN CRETONNE will receive careful attention. Estimates, samples and sketches submitted for hangings and draperies of windows, doors and beds; for wall coverings, slip covers and furniture re-covering.

Shades and Awnings Made to Special Order at "Lowest-in-the-City" Prices.

Fourth Floor, Rear.

CROCHET BED SPREADS Priced Very Specially at 99c

Two extremely neat and desirable designs in medium weight crochet Bedspreads proportioned to full size beds.

Honeycomb Bedspreads, **\$1.59**

Woven extra close in new medallion designs, to fit full size beds.

Marseilles Bedspreads, **\$2.59**

High grade satin finished bedspreads, close woven and durable, size 82x96 inches.

Size 82x96 inches sells for \$3.24 each.

Embroidered Lawn Bedspreads, **\$4.69**

Bedspreads embroidered in three pretty floral effects, with a bolster cover attached. Size 72x110 inches.

Figured Silkline Comfortables, **\$1.49**

Light in weight and filled with pure white cotton, proportioned for full size beds.

Fine Silk Mull Comfortables, **\$2.49**

New spring design, such as a rose motif in light colorings with a border of plain mull nine inches wide.

Silk Top Comfortables, **\$4.39**

In small and large rose designs with plain borders to match; for full size beds.

Basement, Rear.

Women's Hand-Embroidered Madeira Handkerchiefs, (each) 34c

A variety of pretty designs hand-embroidered on a very superior quality of linen.

Main Floor, 34th St.

Pin Seal Pouch Bags, \$3.96

A pretty, well-finished Handbag of fine pin seal in black, brown, gray, taupe and cerise, with inner frame, shirred pocket with flat case for cards or change, and extra large round beveled mirror. The frame and strap handle are of soft leather to match the bag; corded silk is used for the lining and the Bag is finished with a beautiful tassel of silk.

These are most desirable Bags—neat and roomy though not too large to be dressy.

Main Floor, 34th Street.

Real Linen Cluny Laces Much Reduced

Macy's prices were 17c to \$6.74 a yard. Now 9c to \$3.37 a yard.

Edgings and Insertions, 3/4 to 7 inches wide, including both the fine grades suitable for blouses and neckwear and the heavy laces so admirably adapted to trimming curtains and table covers.

Main Floor, Centre.

Store Opens at 9.00 A. M. Closes at 6.00 P. M.

White French Crepe Dress Linen (yd.) 49c

The new French crepe dress Linen in snowy white of just the correct weight, weave and finish. In the very desirable width of 45 inches.

Linen Dept., Second Floor, 35th Street.

Heavy Turkish Bath Towels, (each) 24c

A special purchase of heavy Turkish Bath Towels, full bleached and hemmed ready for use; well woven and highly absorbent.

Linen Dept., Second Floor, 35th St.

SCOTCH MADRAS LACES FOR SUMMER CURTAINS

Our second shipment of 116 pieces of these very popular Madras Laces has just arrived. Soft, sheer, richly effective in pattern, these white and ecru curtain laces are ideal for Summer use, for they launder so well and are very decorative. A wide range of patterns and prices.

Width 35 inches—16c, 21c, 24c, 29c, 31c, 34c and 49c.
Width 45 inches—24c, 29c, 34c, 39c, 59c and 69c.
Width 52 inches—54c and 69c.

Colored "Sunfast" Madras for Artistic Draperies

SOLID COLOR EFFECTS in red, olive, rose, blue and gold:—
Width 30 inches—39c. 45 inches—64c. 50 inches—74c.

FIGURED "SUNFAST" MADRAS, in verdure effects, red, olive, rose, blue and gold:

Three patterns, width 45 inches—74c.
Verdure patterns, width 45 inches—\$1.12.

"SUNFAST" DRAPERIES, highly mercerized, and in rose, blue, red, gold, brown and olive, suitable for cushions, draperies, etc., include:

Armures, width 50 inches—\$1.49 and \$1.98 a yard.
Poplins, width 50 inches—\$1.24 a yard.

Bengalines, width 50 inches—\$1.49 a yard.

Fourth Floor, 35th Street.

Price Concessions On Pure Irish Linen Table Cloths and Napkins

Almost all sizes and qualities of Cloths and Napkins in pure Irish linen—snow white. Some, subject to very slight imperfections, were specially purchased, others are those from our own stocks which have been somewhat rumpled by handling.

Cloths 66 x 66 inches (would usually be \$1.69), are **\$1.29** each, while the largest, 2 x 4 yards (would usually be \$9.89), are priced **\$6.49**; Napkins from 66c to \$3.49 per half doz.

Natural Linen Bungalow Cloths

Made in Scotland, of pure flax, in a dozen pretty patterns for square or round tables.

70 x 70 in. (ea.), **\$2.19**
72 x 72 in. (ea.), **\$2.97 and \$3.19**

Linen Dept., Second Floor, 35th St.

Five Patterns of Open-Stock SCHWARZBURG CHINA Reduced One-Fourth

Macy's introduced the "open-stock" idea to America. At present we carry on sale 140 open-stock patterns. The popularity of open-stock China is due to the fact that broken pieces can be replaced at any time. In addition, you can increase the number of pieces gradually as your needs require.

The reduction of 25 per cent. applies to the following five styles:—

100-Piece Dinner Sets, were \$67.29, **\$50.47**
Each piece has an etched gold border.

100-Piece Dinner Sets, were \$22.35, **\$16.76**
The pattern is a spray of green flowers; every piece is gold lined.

100-Piece Dinner Sets, were \$27.06, now **\$20.30**
Green conventional border. every piece has gold lines.

Basement, Broadway.

UNTIL THE STORE CLOSSES AT 6 P. M. ON THURSDAY, APRIL 30.

Diamonds Remarkably Priced

Actually One-fifth to One-fourth Less than Average Market Prices

Pure white, perfect and brilliant, expertly cut Diamonds, in solitaire and other mountings, at this saving. Diamonds that, bought at these prices, are an actual investment.

In one of the foremost specialty jewelry stores in the City a one-carat pure white solitaire sells for \$300.00; in one of the foremost Department Stores the price is \$330.00; at Macy's the price is regularly \$270.00; for these four days a further 10% reduction, making the price \$243.00—think of it! And there can be no question about quality between perfect white diamonds; it makes no difference where you buy when you have confidence, and also ample means at hand for comparison and expert advice.

The above is only an example. The savings average just about one-fourth.

The stock of solitaire rings and moderately priced fancy rings for gift purposes is very large at this season.

SOLITAIRE.

Macy's usual prices, \$38.50 to \$1,488.00.
Macy's special prices for this sale, **\$34.50 to \$1,339.00.**

Prices Elsewhere, \$44.25 to \$1,710.00.

Mounted in 18 kt. gold, with platinum settings; some are wholly of platinum.

TWO STONE RINGS.

Macy's usual prices, \$76.25 to \$394.00.
Macy's special prices for this sale, **\$68.50 to \$354.00.**

Prices Elsewhere, \$87.75 to \$453.00.

Diagonally mounted in solid 18 kt. gold and platinum settings.

THREE STONE RINGS.

Macy's usual prices, \$69.50 to \$639.00.
Macy's special prices for this sale, **\$62.50 to \$575.00.**

Prices Elsewhere, \$79.75 to \$735.00.

Mounted in Hoop style in either 18 kt. gold and platinum settings or in all platinum.

LA VALLIERES.

Macy's usual prices, \$39.75 to \$733.00.
Macy's special prices for this sale, **\$35.75 to \$659.00.**

Prices Elsewhere, \$45.75 to \$645.00.

Mounted in platinum, as solitaire, in drop effect, in lace work designs, of all Diamonds or in combination with calibre cut sapphires.

DIAMOND CLUSTER RINGS.

Macy's usual prices, \$69.50 to \$331.00.
Macy's special prices for this sale, **\$62.55 to \$297.90.**

Prices Elsewhere, \$80.25 to \$380.00.

Mounted in platinum and in 18 kt. solid gold band.

DIAMOND PRINCESS RINGS.

Macy's usual prices, \$188.00 to \$316.00.
Macy's special prices for this sale, **\$169.00 to \$284.00.**

Prices Elsewhere, \$217.00 to \$365.00.

BROOCHES AND BAR PINS.

Macy's usual prices, \$45.75 to \$604.00.
Macy's special prices for this sale, **\$41.25 to \$543.00.**

Prices Elsewhere, \$52.75 to \$693.00.

Mounted in platinum in fancy hand-pierced lace work designs. Straight bar pins, circles, horse-shoes, crescents, &c.; some in combination with Oriental sapphires or in combination with black onyx.

EARRINGS.

Macy's usual prices, \$41.25 to \$662.00.
Macy's special prices for this sale, **\$37.25 to \$596.00.**

Prices Elsewhere, \$47.50 to \$765.00.

Mounted in platinum, earcrows or in pendant effect, for pierced or unpierced ears, in all Diamonds, or a combination of Diamonds and black onyx.

Main Floor, Broadway & 34th St.

Macy's

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Harold Square, Broadway, 34th to 35th St.

Consider, Please, These Floor Coverings for Summer Use

The days are close at hand when house furnishings that temper the heat and give the appearance of cool restfulness will be in demand. The following are suggested as being both pleasing and durable as well as inexpensive:

"MILES STANDISH" COLONIAL RAG RUGS

We carry every size, 1,500 Rugs in some sizes. Every design and every color and many designs distinctive with us. These Rugs are washable and dependable in every way.

24 in. x 36 in.	59c	4 ft. x 7 ft.	\$2.44
27 in. x 34 in.	98c	6 ft. x 9 ft.	\$4.89
30 in. x 60 in.	\$1.19	8 ft. x 10 ft.	\$7.24
36 in. x 72 in.	\$1.64	9 ft. x 12 ft.	\$9.23
		12 ft. x 15 ft.	\$16.89

We have a large number of runner sizes adapted for use at the side of the bed or in a hallway of your Summer home.

2 ft. 3 in. x 9 ft.	\$1.98	2 ft. 3 in. x 15 ft.	\$3.48
2 ft. 3 in. x 10 ft.	\$2.34	3 ft. x 9 ft.	\$2.48
2 ft. 3 in. x 12 ft.	\$2.69		

SEAMLESS JAPANESE MATTING RUGS

One size only, 9 ft. x 12 ft., \$3.89. Macy's price was \$6.48. The special sale price is actually lower than the cost of the Rugs. They are jointless, seamless, and reversible, in red with natural color, green with natural color; medallion designs.

CHINA AND JAPANESE MATTING

China Matting, Figured, \$6.94, \$8.74, \$9.24, \$10.24, \$12.48 per roll.
Japanese Matting, Figured, \$8.89, \$10.74, \$11.24, \$12.89, \$16.74 per roll.
Plain White Matting, \$9.89, \$11.89, \$14.24 per roll.
(There are 40 yards to the roll.)

"CREX" CARPETS AND RUNNERS

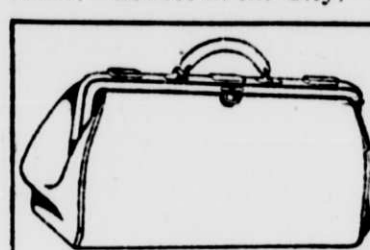
Our stock includes every width and every desirable pattern that is manufactured by the Crex Company, in goods sold by the yard. About seven widths can be had both in the plain color or figured goods, either as a runner bound on edges, or solid colors to cover a room all over. Compare, if you please, these prices for genuine "Crex" with prices as advertised and asked elsewhere.

Plain Colors, Bound Edges	Figured Runners
18 inches wide yard 24c	24 inches wide yard 36c
24 inches wide yard 28c	27 inches wide yard 39c
27 inches wide yard 34c	36 inches wide yard 54c
30 inches wide yard 36c	54 inches wide yard 84c
36 inches wide yard 44c	72 inches wide yard \$1.09
54 inches wide yard 69c	

Fourth Floor, Broadway.

Bags, Suit Cases, Trunks All at Very Special Prices

Every Trunk, Suit Case and Bag in the Macy stock is there because it is dependable in every way and built to withstand rough usage. The sale, which opens to-morrow in the enlarged Department, Fifth Floor, Centre, Rear, will afford substantial savings, for the sale prices are much below the Macy usual prices, which themselves are, as we daily demonstrate, "Lowest-in-the-City," quality-for-quality.



Genuine Walrus Bags, **\$5.94**

Macy's usual price, \$7.49.

(As Illustrated)—Made of good grade genuine walrus on an imported frame, gilt fittings, good strong handle, leather lined full length pocket; sizes 14, 16, 18 ins.

Oxford Cowhide Bags, **\$11.49**

Macy's usual price, \$12.74.

Made of long-grain imported cowhide, English frame; sewed-on corners, brass locks and clutches, leather lined, three wide pockets; size 16 inches and 18 inches; russet and brown.

Oxford Walrus Bags, **\$9.74**

Macy's usual price, \$11.24.

Genuine walrus, sewed-in frame, brass locks and slides, reinforced sewed-on corners, leather lined; size 16 inches and 18 inches; three pockets.

Oxford Cowhide Bags, **\$6.74**

Macy's usual price, \$7.88.

Good quality cowhide, double flat edge sewn, reinforced sewed-on corners, brass locks and slides; three pockets leather lined; russet and brown, 16 inches and 18 inches.

Oxford Cowhide Bags, **\$4.96**

Macy's usual price, \$5.94.

Good grade cowhide, brass locks and slides, double flat sewn edges and reinforced sewed-on corners, strong handle, leather lined, three pockets; sizes 14, 16, 18; russet, brown and black.

English Model Suit Cases, **\$12.74**

Macy's usual price, \$17.89.

Made of imported cowhide, flat English handle, imported lever locks, sewed hinge back, plaid lining, shirt fold in top, size 24, 26 ins., brown.

Cowhide Suit Cases, **\$6.94**

Macy's usual price, \$8.94.

Good quality cowhide, reinforced sewed-on corners, sewed loops, brass lever locks, two straps going all around, inside has shirt